

150

SHERWIN-WILLIAMS

Home Decorator

AND HOW TO PAINT BOOK

1961



*Money saving Coupons
on page 33*



Helpful ideas on Paint and Color from your Sherwin-Williams Dealer

THE SHERWIN-WILLIAMS Co.

1730 So. 6th St.

Phone KI 4-9835

Springfield, Illinois

What A Wonderful Difference New Color Can Make!

You know that color on walls—like color in a dress or a hat—can get drab and out-of-date. But new color on the walls can give you—and your home—a wonderful lift. You're back in style again—in tune with the newest, most exciting trends in color!

And what fun it is doing it: you're the decorator; you make the color choice, using your own good taste and our Color Harmony Guide, if you wish; you—perhaps with the companionship of other family members—roll on the paint quickly and surely; and then you sit back and admire the job you've done.

The furniture's back in place; you look at that beautiful, freshly painted room—and you feel so good. The only thing you regret is that you didn't do it sooner!

It's so inexpensive—for less than \$10.00 you can do the walls of an average room when you use Super Kem-Tone, the world's finest interior paint. And there's so little fuss—you can paint a room in less than a morning and have the furniture back 20 minutes later!



Sherwin-Williams is world-famous for high quality finishes, not only for the home, but for factories, schools and all types of buildings. Specialized S-W coatings are used, too, for thousands of manufactured items—from garden tools to guided missiles. The fact that leading manufacturers and building owners select Sherwin-Williams Finishes is further assurance that YOU can rely on S-W Paints to provide maximum beauty and protection for your home.

WALLS AND CEILING: Super Kem-Tone Shasta White
WOODWORK: Kem-Glo Stay White and Accen: Color 538





IN PLEASING HARMONY

Stimulating color . . . a cheerful atmosphere
... just one of many painting and
decorating ideas you'll find in this book
for achieving new beauty in your home.

Put a friendly, beautiful color on your living room walls

Your living room—it's the room where you like to put your best decorating foot forward! Naturally, you want such a well-viewed, well-used room to look as pretty, as friendly, as inviting as possible.

You can achieve this look—do it without changing a stick of furniture—a yard of drapery. All you need is Super Kem-Tone and your own flair for picking the color that you—and your family—will like! In just a few hours, the job is done; you have a bright new living room—more beautiful than ever!

We've created 10 living rooms and used Super Kem-Tone colors in them in a variety of ways: boldly, dramatically—quietly, subtly—even casually with a sense of fun and gaiety. You may want to use some of the color decorating tips shown in the living rooms on this and the following pages.

Ask to see our Color Harmony Guide, too. It takes the guesswork out of decorating—offers you a wonderfully wide range of co-ordinated colors—one or more of them just right for you—the fresh, friendly color for *your* living room walls!



WALLS: Living Room—Super Kem-Tone Clearwater Blue
Dining Room—Super Kem-Tone Martini
CEILING: Both rooms—Super Kem-Tone Martini
WOODWORK: Both rooms—Kem-Glo Martini



WALLS: Super Kem-Tone Indian Rose and Accent Color 539
CEILING: Super Kem-Tone Driftwood White
WOODWORK: Kem-Glo Indian Rose



WALLS: Super Kem-Tone Satinwood
 CEILING: Super Kem-Tone Light Ivory
 WOODWORK: Beauty-Lok Harvest Walnut
 SHUTTERS: Kem-Glo Accent Color 573

WALLS: Living Room—Super Kem-Tone Caprice Yellow
 Dining Room—Super Kem-Tone Crest Blue
 CEILING: Super Kem-Tone Shasta White

FRONT DOOR: Kem-Glo Lantern Gold
 CUPBOARD: Kem-Glo Crest Blue
 WOODWORK; GRILLE AND CUPBOARD: Beauty-Lok Mojave Mahogany finished with Beauty-Lok Satin





(1)



(2)



(3)



(4)

(5)



Freshly painted walls bring renewed beauty to draperies, furniture, rugs

So often it's the imaginative, economical touches that can make your living room accessories look more beautiful.

You'll find that Super Kem-Tone—on walls and ceilings, and Kem-Glo Enamel—on the woodwork, doors and window frames—do nice things for your furniture—set it off, make pieces look especially attractive.

Take your rug, for instance. One of the best ways to build a living room color scheme is to work from the color of your rug. Choose a wall color that's close to it—or an accent color that goes beautifully with it. (Our Color Harmony Guide can help you do this.)

Or consider your draperies—a very important feature of your living room. How can you make them look a little more dramatic?

Here's an easy rewarding way; if your draperies and walls are in a soft muted color—perhaps pastel or even white—use a deeper accent color on window frames or cornice!

Take a careful look at your living room. Then decide on the color—or color combinations—that will bring out all the “hidden” beauty of your accessories.

1

WALLS: Super Kem-Tone Gay Chartreuse
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Gay Chartreuse

2

WALLS: Super Kem-Tone Driftwood White
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Driftwood White
SHUTTERS: Kem-Glo Accent Color 575
FLOOR: Porch and Floor Enamel Dark Gray

3

WALLS: Super Kem-Tone Deep Turquoise
CEILING: Super Kem-Tone Martini
WOODWORK: Kem-Glo Martini

4

WALLS: Super Kem-Tone Forsythia Yellow
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Stay White

5

WALLS: Super Kem-Tone Carnival Pink
CEILING: Super Kem-Tone Ceiling Flat White
BEAMS: Beauty-Lok Harvest Walnut
BOOK SHELVES: Kem-Glo Carnival Pink



(1)

Your special touch with color can create a fresh new dining room!

When your dining room walls are fresh with new color, the whole room takes on a new look of luxury and completeness—and mealtime becomes exciting again. Suddenly it's a special event!

You feel you're eating in a fresh new place—your spirits are brighter, laughter is gayer.

And it's not just the room itself that looks better. Now there's a certain magic about your dining room table: your linen, your silver, your china and glassware all look beautiful; they're more gracious and inviting, set off by the rich new color on the walls.

Take a look at our decorating ideas. Notice many of these rooms gracefully combine two colors. Note, too, the versatility of the secondary or accent color.

In any event, all you need is Super Kem-Tone and Kem-Glo . . . plus your own lively imagination.

8

(2)



(3)



1
 WALLS: Super Kem-Tone Rhapsody Blue
 CEILING: Super Kem-Tone Gardenia
 WOODWORK: Kem-Glo Rhapsody Blue and Gardenia
 FLOOR: Mar-not Gloss Varnish

2
 WALLS AND CEILING: Super Kem-Tone Empire Pink
 WOODWORK: Kem-Glo Empire Pink and Bittersweet

3
 WALLS AND CEILING: Super Kem-Tone Shasta White
 WOODWORK: Kem-Glo Accent Color 561
 FLOOR: Beauty-Lok Jade Birch finished with
 Mar-not Gloss Varnish

4
 WALLS: Super Kem-Tone Mint
 CEILING: Super Kem-Tone Gardenia
 WOODWORK: Kem-Glo Mint and Party Pink

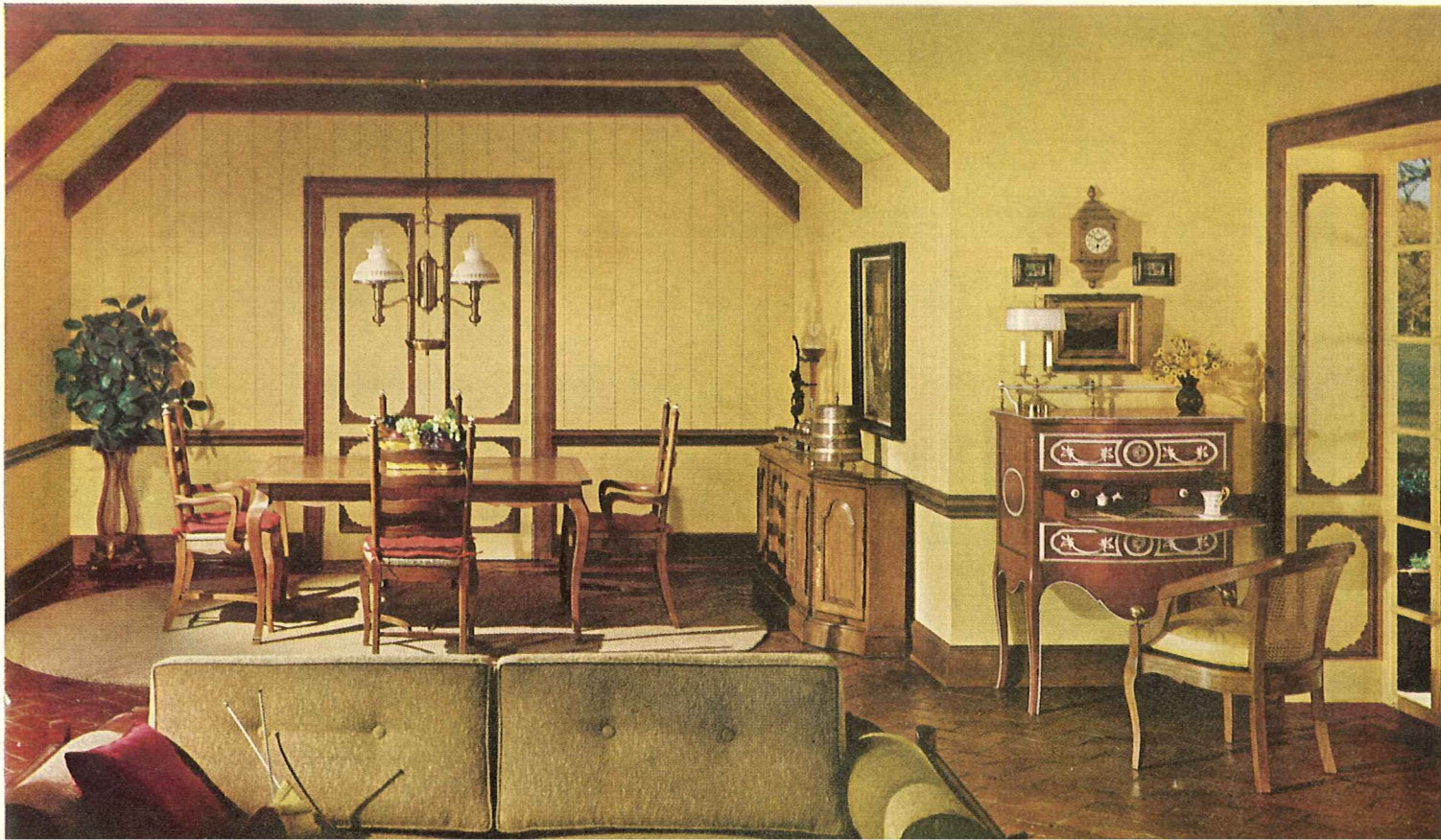
5
 WALLS AND CEILING: Super Kem-Tone Autumn Gold
 BEAMS AND MOLDING: Beauty-Lok Harvest Walnut
 DOORS: Kem-Glo Autumn Gold



(4)

(5)

9



Lovely colors can soothe and relax you

You can create a restful-looking bedroom with colors as tranquil and quiet as the night hours.

Super Kem-Tone offers you a wide selection of these gentler hues—peaceful colors that are so soft—look so lovely. Maybe you relax best, though, when colors “talk” rather than “whisper.” Whatever the color that makes *you* rest best, it’s sure to be available in Super Kem-Tone.

And—because Super Kem-Tone flows on so easily—dries so speedily—has no “painty” odor—you can color decorate your bedroom in one afternoon—sleep in it that night—awaken the next morning to view anew the fresh beauty of your handiwork.

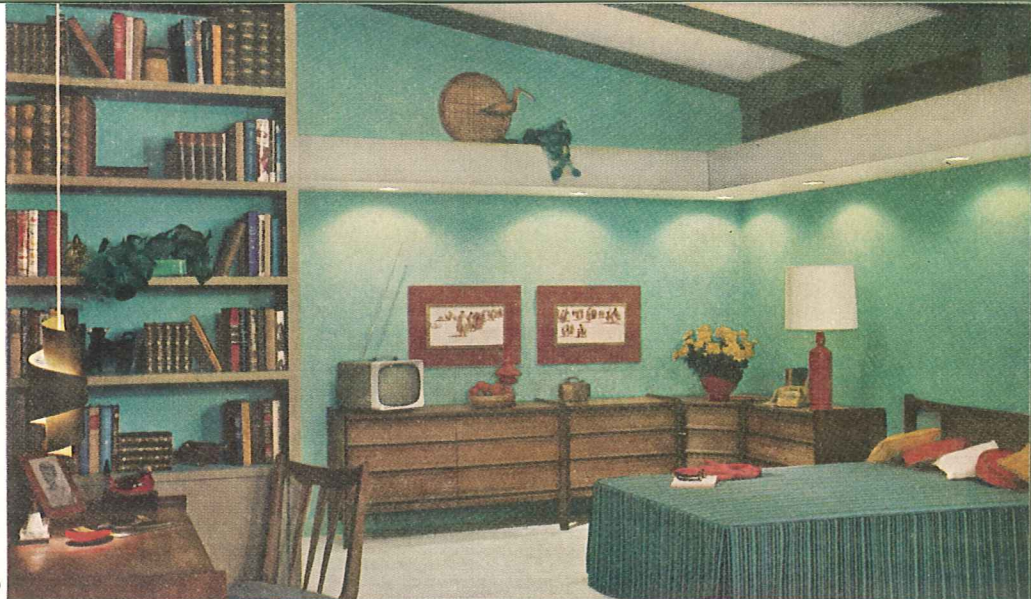


(1)

(2)



(3)



1
WALLS: Super Kem-Tone Lorieet Blue
CEILING: Super Kem-Tone Mission Gray
WOODWORK: Kem-Glo Mission Gray

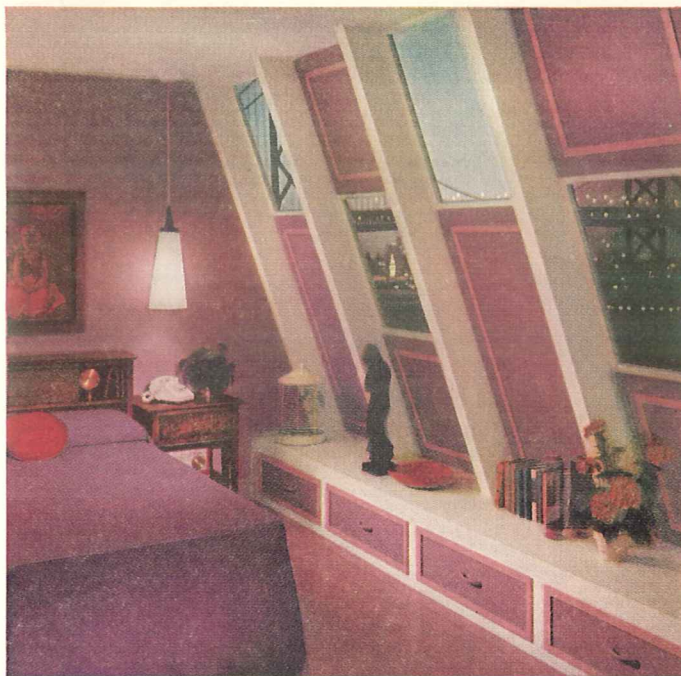
2
WALLS: Super Kem-Tone Merrie Pink
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Merrie Pink and Stay White

3
WALLS: Super Kem-Tone Valley Green
CEILING: Super Kem-Tone Ceiling Flat White
BEAMS AND WINDOW: Kem-Glo Moss Green
BOOKCASE AND FACIA BOARD: Kem-Glo Driftwood White

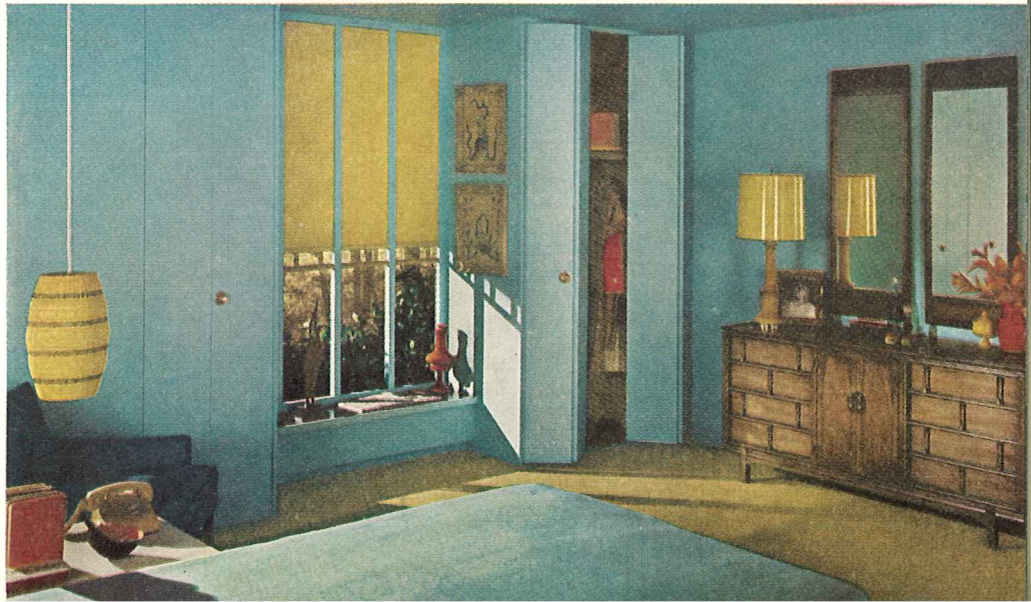
4
WALLS: Super Kem-Tone Radiant Lilac and Empire Pink
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Radiant Lilac, Empire Pink and Stay White

5
WALLS AND CEILING: Super Kem-Tone Light Turquoise
WOODWORK: Kem-Glo Light Turquoise

(4)



(5)



WALLS: Super Kem-Tone Shasta White and Canton Jade
 CEILING: Super Kem-Tone Shasta White
 WOODWORK AND VENETIAN BLIND: Kem-Glo Canton Jade



Try a new color this time

See how this room changes its "personality" with its change of colors! YOU make the choice: from a cool, contrasty blue . . . to a bright, sunny yellow . . . to a warm series of pinks.

Nothing was changed here but the wall colors! Major furnishings remained the same, yet all colors blend, contrast or harmonize beautifully. (All three harmonies selected from the Sherwin-Williams Color Harmony Guide which you can borrow, free, from our store.)

You'll be pleasantly surprised to see what a change of colors can do for your room . . . how furnishings take on new life . . . how the entire room seems brighter, newer and richer-looking!

And, most amazing of all—you can achieve this wonderful transformation for less than \$15.00 worth of Sherwin-Williams paint.

There's a wide array of popular colors to choose from . . . available in Super Kem-Tone wall paint and matching Kem-Glo enamel for woodwork.



WALLS AND CEILING: Super Kem-Tone Sunbeam Yellow
 WOODWORK AND VENETIAN BLIND: Kem-Glo Sunbeam Yellow



WALLS: Super Kem-Tone Coral Rose and Pastel Pink
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK AND VENETIAN BLIND: Kem-Glo Pastel Pink

It's all in the magic of

THE SHERWIN-WILLIAMS COLOR HARMONY GUIDE

Borrow it free from our store

You can decorate your entire home, or one room at a time . . . and always be sure of selecting just the right harmonizing colors! It's easy when you use this exciting new edition of the Sherwin-Williams Color Harmony Guide.

Over 1500 lovely decorator-approved color harmonies unfold before your eyes as you turn the pages of this wonderful new guide. Each page shows various hues and tints of several go-together colors. You'll find just the shade you're looking for.

Be confident of your color selections. Borrow the Color Harmony Guide free, from our store. View it in your home, in normal day and night-time light, along with carpets, drapes and room furnishings. Its big, dramatic pages are actual painted swatches so you see the exact color available, in either Super Kem-Tone latex wall paint or Kem-Glo, the miracle alkyd enamel.



All of the colors used in the rooms illustrated in this edition of the Home Decorator were selected from the Color Harmony Guide.



Nothing improves a room so much

SUPER KEM-TONE, the *Deluxe Latex Wall Paint*

In just a few hours, anyone can have a beautiful "new" room by decorating with Super Kem-Tone, America's favorite interior wall paint. It's that easy!

Of all the ways to brighten a home, nothing does it so quickly and inexpensively as Super Kem-Tone. You'll be amazed at the wonderful transformation and you'll be happy with the cost. You can do an entire room—walls and ceiling—for less than \$15.00 for paint.

Super Kem-Tone comes in a wide array of lovely colors, including exciting new accent colors and a Ceiling Flat White which dries to a glare-proof mat finish that enhances the beauty of wall colors. You'll like the lasting beauty of Super Kem-Tone because it is amazingly durable—guaranteed washable, in fact, or your money will be returned. One coat usually covers any interior wall surface. Brushes, rollers and spatters clean up fast in warm water.

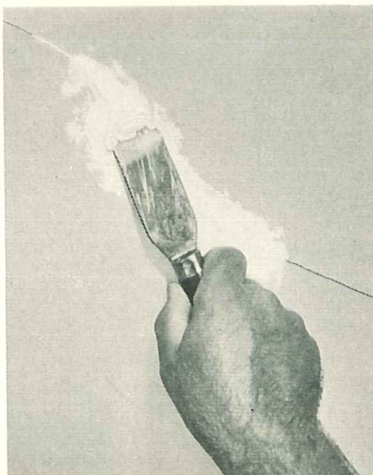
Super Kem-Tone dries in twenty minutes to a velvet-rich finish, with no lap marks, no brush marks—no painty odor. With Super Kem-Tone you can paint in the morning and proudly entertain guests in your "new" room that same evening.



Easy steps to beautiful rooms . . . with



Save painting time by removing most furniture; cover remainder—and rugs—with drop-cloth, sheets or papers. Remove window and light socket hardware to speed painting.



Examine wall for cracks, nail holes. Repair cracks or holes with plastic patch (Dexall Patching Paste). Wipe excessive dust from walls or wallpaper; wash walls if necessary.



After Super Kem-Tone is thoroughly mixed in can, fill tray about $\frac{1}{3}$ full. Start roller in shallow end and roll it back and forth until roller is evenly and well-covered with paint.



Do ceiling first. First, use trim brush to paint narrow strip along edges. Roll a strip 18" wide across the short way of room. Smooth by cross-rolling. Go back and start another strip.

with so little effort and expense

KEM-GLO, the Miracle Alkyd Enamel

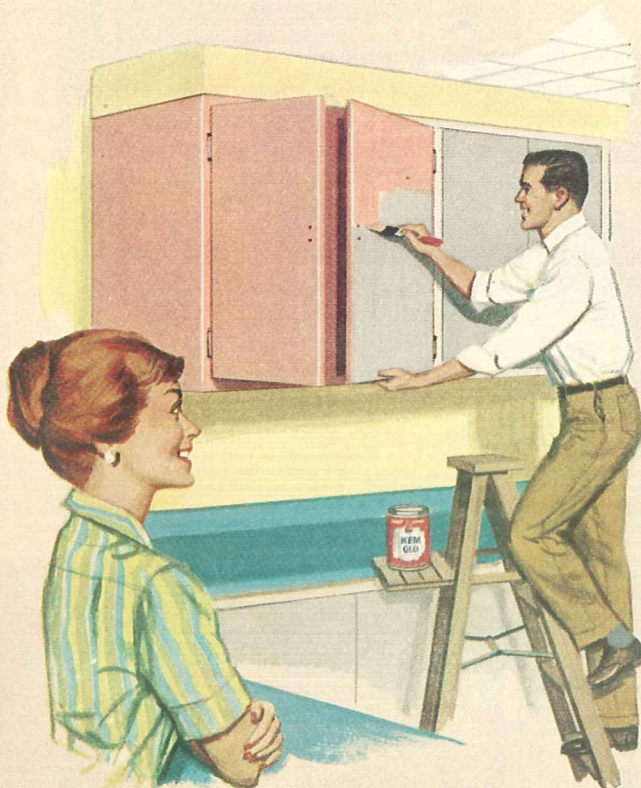
Add that final touch of luxury to your rooms with Kem-Glo, America's finest interior enamel. For color-perfect decorating, Kem-Glo colors match exactly Super Kem-Tone colors. Or, if you prefer sparkling white woodwork, there's long-lasting Kem-Glo Stay-White.

For the finest woodwork in your home—doors, doorways, window frames, built-ins—there is no finer enamel than Kem-Glo. It's the perfect Enamel too, for kitchen and bathroom woodwork, cabinets and walls.

Kem-Glo looks and washes like baked enamel, yet flows on so easily with brush or roller. Anyone can do a perfect job. No undercoater needed. Comes ready to use. In white and colors, you have a choice of finish—a rich, subdued lustre or a velvety flat finish.

Kem-Glo dries within a few hours to a durable surface capable of withstanding the most severe household punishment. Direct sunlight, heat or steam won't fade it nor mar its beauty. Beverage, cosmetic and cooking stains wash off easily.

Protect the fine woodwork in your home with Kem-Glo. Keeps its beauty for years, and is so easy to use!



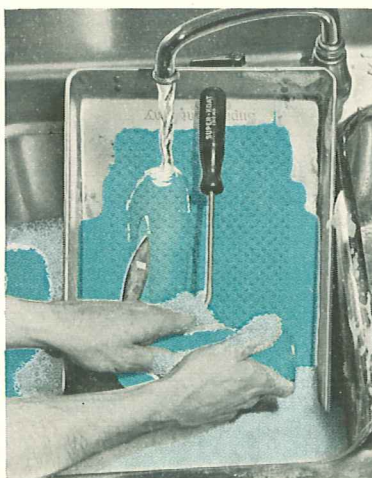
SUPER® KEM-TONE and KEM-GLO®



Start wall in upper corner. Use trim brush to paint narrow strip along edges. Roll 18" strip from ceiling to baseboard. Smooth by cross-rolling. Go back and start another strip.



If woodwork is to be painted, do woodwork with Kem-Glo Enamel before painting wall. It is easier to wipe Super Kem-Tone off the woodwork (use damp cloth) than Kem-Glo off the wall.



Clean-up is fast, easy. Wash Super Kem-Tone tools in warm, soapy water; rinse in cool water. Clean Kem-Glo brushes in Kem Paint Brush and Roller Cleaner before final washing in water.



Super Kem-Tone dries in 20 minutes! Even as you finish, you can remove dropcloths, return room furnishings. Your bright new room is ready—in a bright new Super Kem-Tone color!

Color helps make Dream Kitchens come true . . . *Inexpensively!*

Looking for new kitchen ideas? Well, your "dream" kitchen needn't wait until your present expensive appliances need replacement . . . because, for just a few dollars, you can enjoy a bright, cheerful "new" kitchen simply by changing wall and cabinet colors!

Chances are your kitchen IS modern, by today's best standards, and what you're really looking for is some-

thing different—a change in your daily surroundings!

You can have it, easily and inexpensively, with Sherwin-Williams Kem-Glo, the miracle alkyd enamel. With so many colors to choose from, you're sure to find one that's just right for you! As a homemaker, you spend many hours in the kitchen, so why not make it one of the most pleasant, colorful rooms in your home?

WALLS: Kem-Glo Light Aqua CEILING: Kem-Glo Stay White CABINETS: Beauty-Lok Harvest Walnut





WALLS: Kem-Glo Carnival Pink
CEILING AND COUNTERS: Kem-Glo Stay White
CABINETS: Beauty-Lok Colonial Oak



WALLS, CEILING AND WOODWORK: Kem-Glo Cork and Accent Color 568

WALLS AND CABINETS: Kem-Glo Pheasant Gold
CEILING: Kem-Glo Princess Ivory
GRILLE AND COUNTER TOPS: Kem-Glo Bittersweet



CABINETS: Beauty-Lok Azure Fir
WALLS: Kem-Glo Delft Blue
CEILING: Kem-Glo Light Ivory
COUNTER TOP: Kem-Glo Accent Color 535



It's easy to change bathroom colors

No matter what color your permanent bathroom fixtures—modern pastels or white—you will find many perfectly appropriate Kem-Glo colors for brightening up this important corner in your home. Use the Sherwin-Williams Color Harmony Guide to select colors that match—or compliment—bathroom wall tile, fixtures, or perhaps your favorite sets of towels.

Just look at the variations illustrated on this page. A change of shower curtains and a change of wall color make all the difference in the world. In no time at all—with just a small dollar investment—you can transform the bathrooms in your home with Kem-Glo, the miracle alkyd enamel . . . so bright and pretty and so easy to clean!



WALLS AND WOODWORK: Kem-Glo Melodie Green
CEILING: Kem-Glo Stay White

WALLS AND WOODWORK:
Kem-Glo Radiant Lilac
CEILING: Kem-Glo Stay White



WALLS AND WOODWORK:
Kem-Glo Sheba Yellow
CEILING: Kem-Glo Stay White



WALLS AND WOODWORK:
Kem-Glo Carnival Pink
CEILING: Kem-Glo Stay White



WALLS AND WOODWORK:
Kem-Glo Aster Blue
CEILING: Kem-Glo Stay White





YOUR HOME DESERVES THE BEST
IN BEAUTY AND PROTECTION

You get both, with the Sherwin-Williams Exterior
Paints shown on the following pages . . .
You save the most money when you buy house paint
that lasts the longest possible time.

BODY: A-100 Latex Autumn Red TRIM AND SHUTTERS: A-100 Latex Super White

The two most important rules in **Painting** the outside of your house



Because your home is so important to you—because you want to protect the big investment you already have in it—always remember these two rules when you paint your house:

1. When you buy the paint, insist on *quality*; get the paint that will do what you *want* it to—last for years and be free from trouble. In other words, *make a sound investment!*
2. Before you paint, make sure the surface is properly prepared. Only by using a fine paint—*on a surface that's in good condition*—can you get a completely satisfactory job.

Of course, there are house paints that cost less than Sherwin-Williams. But suppose you bought a cheap “bargain” house paint—what happens? First, you discover it's hard to get a good job—a lot harder than you expected. You find it doesn't cover so well, doesn't hide the surface the way you thought it would. You're surprised how much more paint it takes to do a fairly decent-looking job.

And after the job is done, you're going to have trouble: your “bargain” paint will chip and peel; it collects dirt, and the color starts to fade. You're ashamed of the way your house looks and have to paint all over again—far sooner than should have been necessary. You've wasted your work—and your money!

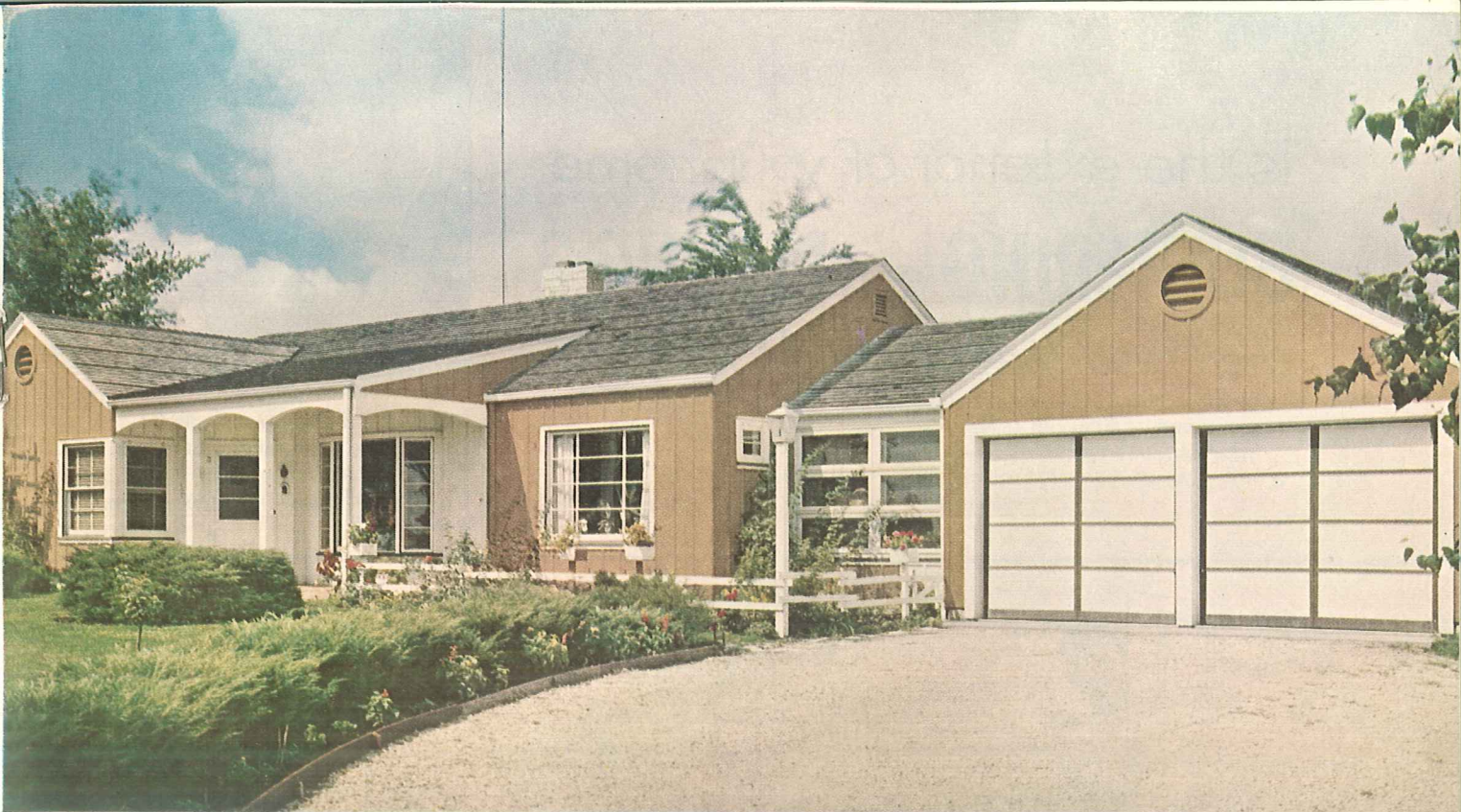
The simple fact is, the \$5.00, \$6.00 or even \$20.00 “saved” on lower-priced paint for your house can result in hundreds of dollars' loss in repainting expense.

Make a sound investment. Select a Sherwin-Williams House Paint, the finest in the world today, and what a different experience you have! You're delighted with how much easier it goes on, with the way it hides the previous surface—with how much more area you cover per gallon. And as the years go by, you note with pride how beautiful your home looks—how much longer your paint lasts—how much better it protects your home. You note, too, that it retains its color—unchanged for the life of the paint!

You've bought Sherwin-Williams House Paint—and made a sound investment! You actually will be spending less on painting in the long run because Sherwin-Williams house paint lasts far longer.

You see, Sherwin-Williams has one constant goal: to make the world's finest house paint. More than 500 scientists are working, day in and day out, in the world's largest and most modern paint laboratories to make sure you get the best paint possible. Every paint these experts produce must stand up under the most rigid weathering tests; and every Sherwin-Williams paint is constantly being improved. Year after year, Sherwin-Williams house paints protect your home better, give you still more satisfaction.

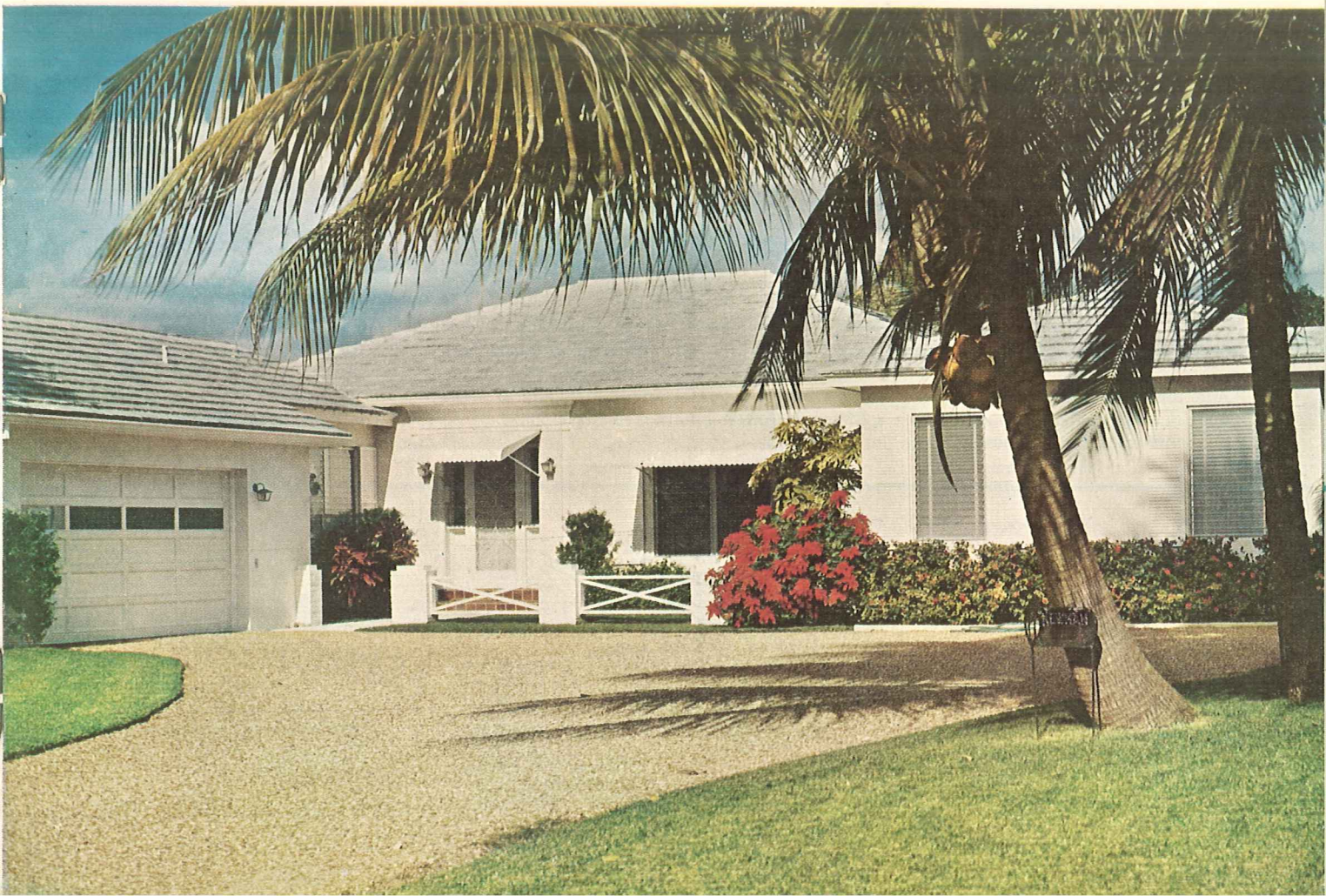
There are several types of Sherwin-Williams House Paints: SWP, A-100, Loxon and Beauty Last. Read the following pages—you'll find a description of each one. To learn which is specifically designed for your home, come in and see us. We'll be glad to give you our recommendations.



▲ BODY: A-100 Latex House Paint Doeskin

TRIM: A-100 Latex Super White

▼ BODY AND TRIM: A-100 Latex House Paint Super White



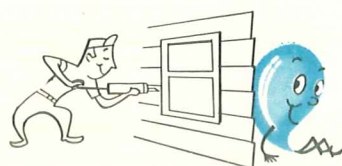
Is the exterior of your home

BLISTERING and PEELING?

then read the story of Mr. MOISTURE....

the unseen menace

Moisture is the greatest single factor in house paint failure, particularly in certain sections of the country. The following tells why and what to do.



They ended drafts by making tighter storm windows. They cut fuel bills by providing better insulation . . . and by improving caulking in areas where moisture and rain might pass . . . And they gave you a modern, weather-tight home.

(4)



But they also introduced you to Mr. Moisture. He has grown **big** in the modern weather-tight home—and in vapor form can equal 6 gallons or more of water a day—that's because . . .

(5)



Modern houses have such heavy moisture-producing areas, like automatic laundry equipment.

(6)



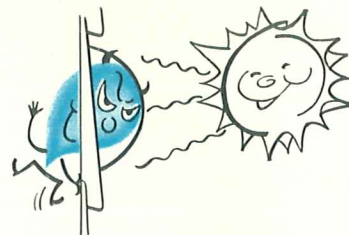
And unless there is another way out . . . he goes right through porous inner walls and air passages

(10)



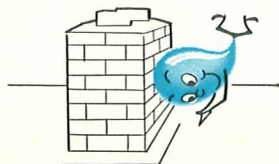
where he gets trapped between walls (often he freezes there 'till spring)

(11)



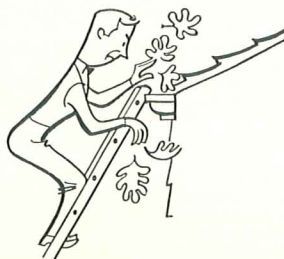
then when it warms up he does what comes naturally . . . he pushes

(12)



Check metal flashing—This can be a prime cause of moisture problems.

(16)



Clean out gutters and downspouts for trouble-making clogging.

(17)

IMPORTANT!





Mr. Moisture has been around a long time. He encouraged one of the longest voyages in history.

(1)



And he started having fun with homeowners long ago.

(2)



But mostly Mr. Moisture was just an easy-going guy until . . . Some very efficient architects and engineers discovered how to make better houses.

(3)



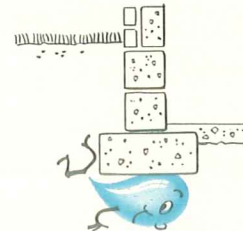
Kitchens loaded with moisture makers, extra bathrooms. Moisture can come from the outside, too . . .

(7)



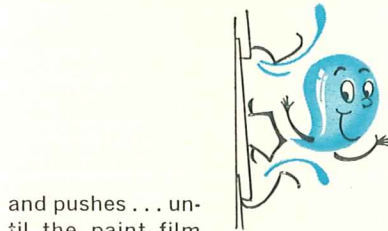
due to clogged gutters, worn-out paint films which allow moisture to enter,

(8)



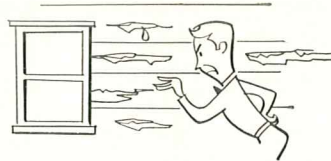
poor drainage around house. Because of certain very natural laws, Mr. Moisture tries to leave your house any way he can . . .

(9)



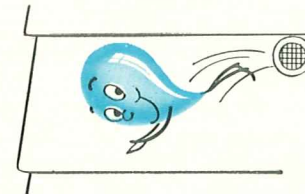
and pushes . . . until the paint film forms blisters and finally peels off.

(13)



Now the first thing to do is to take a good look at your home for evidence of Mr. Moisture. If you find signs of blistering and peeling — try these practical ways to release Mr. Moisture.

(14)



Vents or wedges placed in clapboard may be all you need. Install louvers, ventilators or exhaust fans to give Mr. Moisture a way out of attics, crawl spaces and other enclosed areas.

(15)



If your house is blistering or has a paint-peeling condition come in and see us. We'll be glad to advise you on proper surface preparation and the proper

SHERWIN-WILLIAMS HOUSE PAINT



This is why

more people have used Sherwin-Williams SWP oil-base house paint

than any other house paint in the world!

Year after year, across the United States—and in other parts of the world, too—more people have painted their houses with Sherwin-Williams SWP Gloss House Paint than with any other kind. And this has been going on for *generations*.

Why is SWP such a big favorite, why is it used on literally *millions* of homes the world over, both by men who do their own painting and by painting contractors?

Simply because these men have found from experience that SWP House Paint protects their homes better than any other house paint they have used. They've found that this one famous paint—Sherwin-Williams SWP—outwears every other oil-base house paint on the market.

To the best of our knowledge, Sherwin-Williams is the only paint manufacturer in the U.S. who has a special House Paint Research Division, devoted solely to house paint improvement. This house paint laboratory has examined hundreds of competitive house paint brands and given them weather exposure tests over a period of years.

This is what they found: many so-called “quality” house paints begin to break down after two years of exposure. After *three* years, most of these brands were no longer protecting the surface—the film was disintegrating.

And the paint also had become unattractive in appearance.

But SWP House Paint—applied at the same time to the very same surfaces and exposed to exactly the same weather—was still holding up beautifully at the end of three years, *and kept on protecting, almost like new, even after five, six or more years!*

Naturally, you want the oil-base paint that looks best longest . . . that stretches your painting dollar to cost you least over a period of years. You'll find it in SWP House Paint.

Come in and see us. We'll be glad to advise you on the use of SWP for your home.

Remember, here are the important benefits you get when you use SWP Gloss House Paint:

- The colors hold their beauty
- A truly self-cleaning white
- Easiest oil-base paint to apply
- Protects the surface better
- Lasts years longer

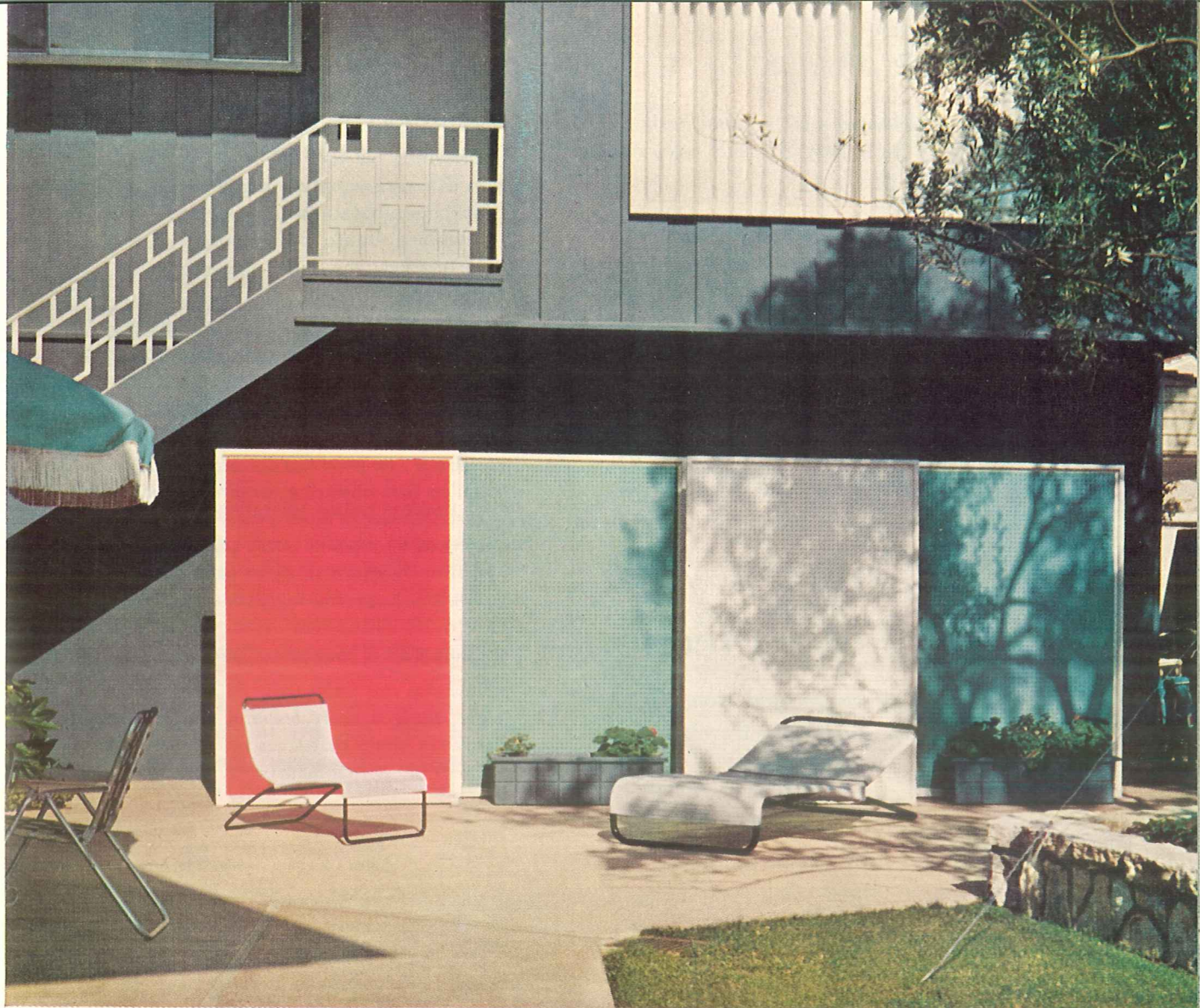
It all adds up to this: the finest *oil-base* house paint money can buy!

SHERWIN-WILLIAMS

SWP



OIL-BASE HOUSE PAINT
FOR WOOD HOMES



BODY: SWP Gloss Pocono Blue TRIM: SWP Gloss Trim and Tinting White PANELS: SWP Gloss Solfast Red, Olympus Blue and Trim and Tinting White

BODY AND TRIM: SWP Gloss White SHUTTERS: SWP Gloss Hibernia Green



New Sherwin-Williams A-100[®] Latex house paint

gives your home a
new kind of protection—

If you're dissatisfied with the way other house paints have performed on your house—or if you're simply looking for the newest and most advanced house paint on the market, this is it: new Sherwin-Williams A-100 Latex House Paint!



It's far more than a new, improved paint formulation—it's an entirely new *kind* of house paint for homes of clapboard, stucco, cement, brick, shake or shingle (wood or asbestos).

And it's the paint that can solve your paint problems! If you've had blistering, peeling, color fading, chalk-wash staining or other problems, there's no point in using other types of house paint! Now's the time to turn to the paint that can help you get rid of your problem, once and for all!

More years of home protection—More years of beauty

Now you can paint your house *easier* than ever before, make it more *beautiful* than ever before, and *protect* it better than ever before. These are not just claims but actual facts based on very extensive tests

BODY: A-100 Latex Sandstone
▼ SHUTTERS: A-100 Latex Heather Blue TRIM: A-100 Latex Super White

BODY: A-100 Latex Festive Yellow
TRIM: A-100 White SHUTTERS: A-100 Latex Oslo Green ►



by Sherwin-Williams over a period of years under all sorts of climatic conditions in many parts of the world.

New A-100 Latex House Paint gives you the *whitest* white you've ever seen—and the white *keeps* its crisp, clean freshness years longer.

New A-100 Latex House Paint has double the color retention of any ordinary paint. That means, colors will last twice as long as they have before! For the first time, even the light pastels will hold their color. And this greatly improved color retention means that now you can enjoy colors never available before—glamorous new shades like Brilliant Turquoise or Tahiti Coral!

Helps solve blistering and peeling problems

Houses blister or peel when moisture cannot find its way through the painted surface. But A-100 Latex House Paint can virtually eliminate blistering and peeling problems for new homes that are properly ventilated—or old homes where the surface is in good paintable condition and where moisture-control measures have been taken. That's because the new A-100 Latex House Paint forms a flexible film that lets moisture escape without harming the surface.

Hence, A-100 Latex House Paint is blister-resistant.

At the same time, it stays beautiful because fumes don't discolor and dirt washes off A-100's smooth surface.

So easy to apply—so easy to clean up

The same ingredients that give this spectacular new Sherwin-Williams paint its resistance to weather and wear, surprisingly enough, make it easier to put on. It brushes, rolls or sprays on—doesn't leave brush or lap marks—start or stop points don't show.

It dries in approximately 30 minutes, *before* bugs or dirt can settle on the surface and mar the freshly painted beauty. Paint when you want to. Don't worry if the surface is damp after a rainstorm or because of early morning or late afternoon dew.

And never was a house paint so easy to "clean up" as new S-W A-100 Latex House Paint! Your painting tools can be washed clean in a hurry with *soap and running water*.

For sound advice on home painting. . .

Come in and we'll show you how best to apply this new paint—how to get maximum protection and long-lasting good looks.



FOR WOOD OR MASONRY HOMES

SHERWIN-WILLIAMS

A-100[®] LATEX



Gives a New Kind of Protection

- Lasts years longer, protects better than ever
- New toughness and flexibility—stands up under punishment that breaks down other paints
- Fume and mildew resistant
- Blister resistant. "Breathes" just enough to let harmful water vapor escape
- Unaffected by alkali

Gives your home a New Kind of Beauty

- Colors stay sparkling bright. Even delicate pastel colors keep their loveliness!
- New color range—the most beautiful range of colors—standard pastels, accent colors, and custom-mixed colors!
- A white that's really white! It's whiter than any white you've seen before.
- No sagging or lap marks. Your starting and stopping points will never show.
- Uniform soft sheen minimizes surface defects. And there's no chalk wash discoloration.

Gives you New Ease of Application

- Easiest paint in the world to apply. Brushes on so easily, you don't get tired!
- So easy to clean up. Clean painting equipment with water.
- Paint when you want to—even when there's early morning dew or when the surface is damp after a rain.
- And, of course, A-100 Latex House Paint lasts so long and protects so well, you won't have to paint again for a long, long time!

Sherwin-Williams LOXON®

Exterior Masonry Paint

highest quality masonry paint



In certain sections of the country, local climatic conditions make Sherwin-Williams LOXON Exterior Masonry Paint the best paint to use—the one that meets your special needs.

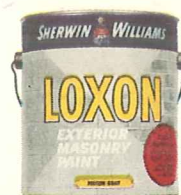
LOXON is not just another masonry paint, but the world's highest quality regular masonry paint as proven by past performance—the very finest paint for many types of homes.

It's especially formulated for use on any kind of masonry

—stucco, asbestos siding, concrete block, brick and poured concrete. This is a “premium quality” product made to compensate for the extra porosity of masonry and to counteract the alkali often contained in such surfaces. LOXON goes on fast, stays on long—and *keeps* looking beautiful.

For advice on the use of LOXON on your home, come in and see us. We'll tell you how you can get the most beauty and protection from this fine Sherwin-Williams product.

BODY: Loxon Exterior Masonry Paint Sunset Coral
TRIM: Loxon White
DOORS AND CLAPBOARD: SWP Gloss Trim and Tinting White



FOR MASONRY HOMES

SHERWIN-WILLIAMS

LOXON®



Sherwin-Williams Beauty Last®

Exterior Stain

the stain that preserves as it beautifies



Many woods have such beautiful textures that it seems a shame to cover them up. If you have a house or a summer place where you are trying to keep that "natural" look, then Sherwin-Williams Beauty Last is for you. It is a wood stain that also acts as a wood preservative.

Beauty Last Exterior Stain is a highest quality pigmented stain that penetrates deeply into the pores of the wood and at the same time builds a good surface coat. It acts as a sealer, protecting the wood from the effects of

weather—blazing sun, drenching rain or melting snow that so often dry out or rot wood sidings.

Imperfections of rough surfaces seem to disappear when you brush on Beauty Last—and brush it on is *all* you do. No need to wipe and rub, because it never becomes streaked or spotty. You don't need a varnish top coat either, because Beauty Last creates its own beautiful sheen.

Come in and see the rich colors. You're sure to find one to match your home's modern or rustic exterior.

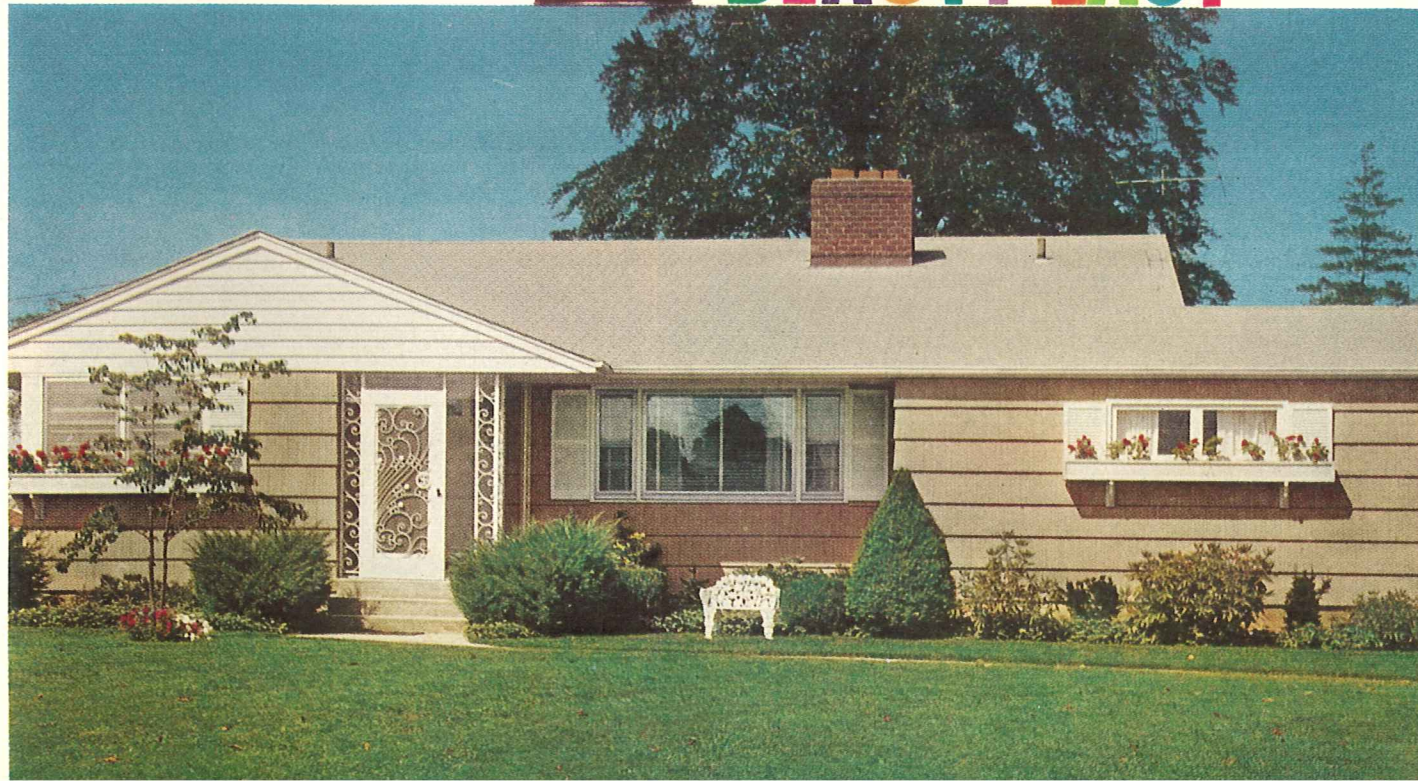


FOR TEXTURED WOOD HOMES

SHERWIN-WILLIAMS

BEAUTY LAST®

BODY: Beauty Last Exterior Stain Champagne
TRIM: SWP Gloss Trim and Tinting White





PORCH FLOOR: Porch and Floor Enamel Green
BODY AND TRIM: SWP Gloss House Paint Trim and Tinting White

PORCH FLOOR: Porch and Floor Enamel Blue
BODY AND TRIM: SWP Gloss House Paint Trim and Tinting White
RAILING PANELS: SWP Gloss House Paint Solfast Red and Pagoda Yellow



Colorful protection for porches



What takes a worse beating around the house than the porch . . . winter slush and snow; summer sun and dirt; hard, year-round wear. Yet, a bright, attractive porch adds so much to the beauty of a home.

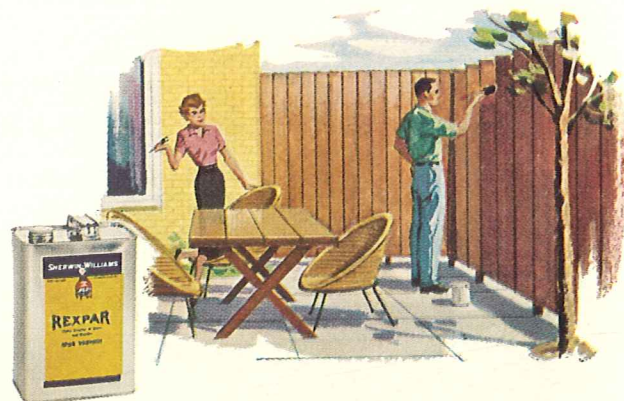
You get more of both, beauty and wear, when you paint porch, porch steps and entrance floors with Sherwin-Williams Porch and Floor Enamel. It's ideal for all types of wood floors—wherever they're subjected to heavy foot traffic—indoors or out. One coat usually covers. On outside floors, S-W Porch and Floor Enamel helps to preserve the wood; saves it from rotting or splitting.

Select fade-resistant colors from a variety of grays, oak tones, a universal graystone, and deep red, blue and green. S-W Porch and Floor Enamel goes on with brush or roller; dries overnight to a water-tight, mar-resisting finish.



Weather resisting Exterior Varnish

The beauty of natural wood adds a distinctive touch to the exterior of many homes—if it is properly protected from the punishing effects of sun, weather and water. Sherwin-Williams Rexpar Varnish is durability-proved in rugged marine service, even in salt-water areas. It is a real "seal against the weather" and can be applied to all exposed wood surfaces.



It's fast . . . It's fun!

Push-button painting is here, with this high-quality Sherwin-Williams Spray Enamel for use on 1001 wood or metal objects. Delivers a uniform spray of high-gloss, durable enamel. 14 sparkling bright colors.



Easy clean-up!

Kem Brush and Roller Cleaner makes it easy to clean up tools used in varnish or oil-base paints. Simply saturate brushes and rollers in small amount of cleaner and rinse thoroughly in stream of cool water.



Use these Money Saving Coupons



SAVE 54¢ ON A QUART

SHERWIN-WILLIAMS

Porch & Floor Enamel

Brilliant, tough enamel that stays gleaming and beautiful through the years. For all types of floors. (See page 32)



---LIMIT ONE TO A CUSTOMER---



SAVE 63¢ ON A QUART

SHERWIN-WILLIAMS

Mar-Not Varnish HIGH GLOSS OR SATIN FINISH



Highest quality clear, plastic varnish. Provides long-lasting protection. For interior floors, woodwork and furniture. (See page 38)

---LIMIT ONE TO A CUSTOMER---



SAVE 50¢ ON A QUART

SHERWIN-WILLIAMS

Wash Away Paint Remover

Brush it on—then wash off the old paint with water. A miracle work-saver. (See page 34)



---LIMIT ONE TO A CUSTOMER---



SAVE 70¢ ON A

SHERWIN-WILLIAMS

2½" Brush FOR TRIM AND PANEL WORK



A high quality 100% nylon brush for all types of interior and exterior painting.

Use these

Money Saving Coupons

see preceeding page



CUSTOMER'S SIGNATURE REQUIRED

NAME _____

ADDRESS _____

CITY _____ STATE _____

ACT NOW—This coupon not redeemable after May 31, 1961

LIMIT ONE TO A CUSTOMER



CUSTOMER'S SIGNATURE REQUIRED

NAME _____

ADDRESS _____

CITY _____ STATE _____

ACT NOW—This coupon not redeemable after May 31, 1961

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CUSTOMER'S SIGNATURE REQUIRED

NAME _____

ADDRESS _____

CITY _____ STATE _____

ACT NOW—This coupon not redeemable after May 31, 1961

LIMIT ONE TO A CUSTOMER

Wash off old finish with water

First step to refinishing the easy way! Remove old paint or varnish quickly with Sherwin-Williams Wash Away. Brush on surface to be cleaned; wait ten minutes and then wash off old finish with water and wet cloth. Wash Away doesn't harm the surface; is non-flammable and safe.



Masonry repairs that last

Get rid of unsightly cracks or breaks in all types of interior or exterior masonry areas—driveways, sidewalks, steps, floors, swimming pools, stucco walls. Sherwin-Williams Loxon® Latex Concrete is self-curing, needs no roughing or etching of surface; has amazing strength and durability.



COLORFUL HIGH GLOSS ENAMEL OF THE FINEST QUALITY

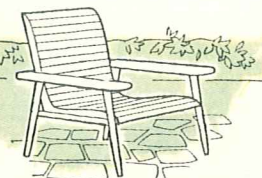
*for woodwork
and furniture*

If you prefer a sparkling high-gloss enamel for your woodwork, furniture, kitchen walls, cabinets, lawn furniture, radiators, toys or tools, you'll want to use S-W Enameloid®, famous for years as the finest quality high-gloss enamel.

Enameloid brings gleaming beauty wherever it is used. It is easy to apply, and so easy to keep clean. Heat and stain resistant. Available in a wide range of attractive, brilliant colors, plus white and black.

S-W Enameloid is for Interior or Exterior use

- Brilliant Colors
- Easy to Apply
- Dries Quickly
- Amazingly Durable



Painting metal surface? *Start with a primer!*

GALVANIZED METAL SURFACES:

When used on new galvanized iron or other zinc-coated surfaces, conventional paints will fail by peeling. S-W Galvite adheres tightly and provides a good "tooth" for the finish coats.



OTHER METAL SURFACES:

For all metal surfaces except those that are zinc-coated, S-W Metal Primer Red will provide excellent undercoat protection. It has a tough, flexible film that assures good adhesion for the finish coats.





WALLS: Loxon Basement Wall Paint Ripple Green and White
CONCRETE FLOOR: Loxon Concrete Floor Enamel Brewster Green

STEPS: Porch and Floor Enamel Dark Oak
WOODWORK: Kem-Glo Ripple Green and Stay White

Easiest way to "Add a room"... Loxon® Basement Wall Paint

Looking for more living space? Want a family recreation room . . . a hobby shop . . . or an attractive work area?

Sherwin-Williams Loxon Basement Wall Paint can turn any basement into a colorful, eye-catching EXTRA room for the whole family. Loxon is the latex paint that ends your basement paint problems, and one coat covers. Loxon literally defies dampness, alkali and water—typical causes of paint failures in

these areas. Use Loxon on brick, tile, cement block, stone or poured concrete surfaces. It won't rub off on hands or clothing; takes repeated washings.

There's a Loxon color just right for the theme or atmosphere you want for your recreation room, utility room or workshop. Select from these cheerful colors: Camellia Pink, Light Caprice, Light Ivory, Seacrest Green, Satinwood, Shadow Gray, Ripple Green and Bluebell, plus White.

WON'T RUB OFF—PEEL OFF—FLAKE OFF

- Mildew Resistant
- Alkali-Proof
- Dries Fast
- Guaranteed Washable
- Nontoxic, Nonflammable
- No "Painty" Odor



OTHER USES FOR LOXON WALL PAINT

S-W Loxon Basement Wall Paint is ideal for any interior masonry surfaces around your home. It's the perfect paint for brick, tile, concrete or concrete block walls of your

- Garage
- Breezeway
- Utility Room
- Fireplace Wall

2 LOXON PRODUCTS

that improve concrete wall painting

LOXON MASONRY SURFACER is an alkali-proof latex paint used as a filler to help waterproof and smooth or uniform exterior masonry surfaces and basement walls. Provides a smoother, final coat.



LOXON MASONRY CONDITIONER should be used as first coat on unpainted common brick, where walls have been painted with powder-type cement paint or where there is evidence of chalking, efflorescence, peeling or flaking on present surface.



WALLS: Loxon Basement Wall Paint Light Ivory and Satinwood.

CONCRETE FLOOR: Loxon Concrete Floor Enamel equal parts Brewster Green and Marble White.

STEPS: Porch and Floor Enamel Dark Oak.

Complete the color scheme *with a brightly painted floor*

For a colorful recreation room . . . basement washroom . . . utility room . . . patio . . . breezeway . . . or porches and steps . . . if it's concrete, protect it with Sherwin-Williams Loxon Concrete Floor Enamel.

Moisture, alkali and daily abrasion that destroy ordinary concrete paints cannot harm S-W Loxon Floor Enamel, an amazing new Latex-Base enamel especially formulated for concrete floors.

Loxon is easy to apply with brush or long-handle roller; it keeps that "newly painted" look longer—means you paint less often. S-W Loxon Floor Enamel comes ready to use; dries in 20 minutes; painting tools clean up easily in soap and water. See the wide selection of colors in S-W Loxon Concrete Floor Enamel.



*Long Lasting Beauty
for Concrete Floors*



Finishes that enhance the beauty of wood . . .

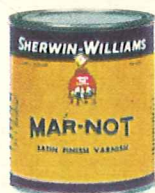
Wood is a color, too . . . a warm, rich color that adds a look of luxury to any decorating scheme. And properly finished wood keeps its lustrous beauty for years. Today the trend in wood paneling, cabinets, floors and furniture is to let the natural grain show through.

BEAUTY-LOK CLEAR in gloss or satin—Something new in a clear, top-coat for natural wood. Beauty-Lok



Clear penetrates the wood to provide that modern "close-to-the-grain" satiny effect. So easy to work with, you can produce professional-looking results quickly and inexpensively. Use Beauty-Lok Clear on paneling, woodwork, furniture, picture frames, other wood surfaces.

MAR-NOT VARNISH—A sparkling, clear, heavy-body varnish for interior use—the finest of Sherwin-Williams



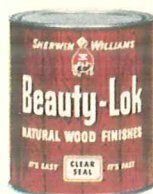
manufacture! Lets the natural grain of the wood show through, beautifully. Available in clear gloss or mellow satin finish. Builds a solid surface film that resists marring, scratching and scuffing. Adds years of protection and new beauty to the finest interior wood floors, furniture, woodwork.

FLO-LAC VARNISH STAIN—Want to bring back the beautiful stain or varnish of a favorite item of furniture? Where the old surface is in good condition, freshen it up—make it look new again with Flo-Lac. Stains and varnishes in single operation. Available in choice of five lovely effects: Mahogany, light and dark oak, walnut and maple. Flo-Lac minimizes wood defects; is hard-wearing; good for all woodwork, floors, stairs and furniture.



The *big* news in wood finishes is the ease with which you can achieve just the effect you want . . . with a popular Sherwin-Williams finish to make the job easier than ever before. Try one of these new and improved finishes in your home. You'll be proud of the results!

BEAUTY-LOK STAIN—Practically unlimited color and stain effects at your command—natural wood; rich



blond; tones of green, tan, gray, blue, rose or brown. Simply add the Kem Tinting Color of your choice to Beauty-Lok Clear Seal or Blond Seal.

Use on all types of wood; ideal for beautifying wood paneling, woodwork, furniture. Dries dust free in 20 minutes. Fast, easy to use.

More help for you!

Furniture Finishing Facts



You'll want this handy book if you are planning to finish—or refinish—furniture, paneling or woodwork. 32 pages provide step-by-step directions and illustrations on staining, bleaching, varnishing and enameling. Will save you lots of time; give you the secrets to achieving professional results. Only

25c a copy at our store, or send 25c to The Sherwin-Williams Co., Consumer Service Dept., Cleveland 1, Ohio.



WALLS: Beauty-Lok Mojave Mahogany finished with Beauty-Lok Satin
CEILING: Super Kem-Tone Driftwood White

STAIRS, HANDRAIL AND FLOOR: Flo-Lac Walnut
STAIRS AND WOODWORK: Kem-Glo Stay White
WALLS: Super Kem-Tone Light Aqua and Appleblossom



WALLS: Beauty-Lok Horizon Oak finished with Beauty-Lok Satin
CEILING: Super Kem-Tone Driftwood White
SHELVING: Kem-Glo Ebony

WOODWORK: Mar-not Satin Varnish on Walnut
WALL: Super Kem-Tone Autumn Gold
CEILING: Super Kem-Tone Princess Ivory



TOOLS AND PAINTING AIDS TO SPEED THE JOB...

Using the right tools is the secret of really professional results. Don't waste time and money by handicapping yourself with inferior brushes or other equipment. The best costs little at our store where you get Sherwin-Williams quality in both paints and painting tools.

Save painting time with these fine brushes

For small shapes and special types of decorating, 1" touch-up brush.
1" S-W 227



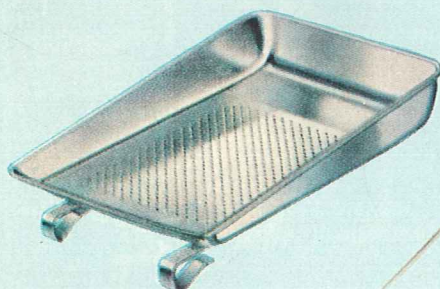
For window sash, narrow-edge, corner painting. 1", 1 1/4" or 2" angular cut.
1 1/2" S-W 408



For woodwork, paneling, trim—2 1/4" size is the most popular.
2 1/4" Kem Trim

For varnishing, painting, shellacking floors—3" panel brush.
3" S-W 220

For large, flat areas—walls, ceilings, exterior siding.
Also in 3" to 6" sizes.
4" S-W 31



Sturdy, deep-well painting tray... traction bottom assures non-skid loading for smooth, even paint distribution... has built-in ladder clamps.



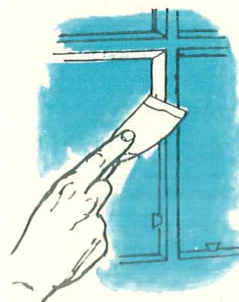
Long-Fellow Paint Roller... for stand-up painting of floor, deck, garage roof... and out-of-the-way places.

For Free-Wheeling Application... choice of precision-built paint rollers... quality fabrics to suit all types of paint.

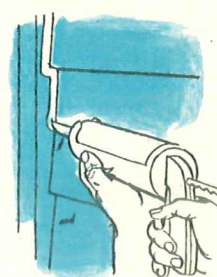
DEXALL PRODUCTS



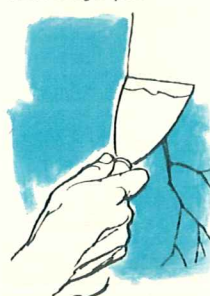
Inexpensive painting aids to help you do the job right. Every man's a "handyman" with Dexall products.



Dexall Glazing Compound
Window glazing that stays put



Dexall Caulking Compound
Seals out weather. Stays elastic



Dexall Patching Paste
Repair wall cracks permanently



Dexall Wood Patch
Wonderful "wood fixer"—six popular colors

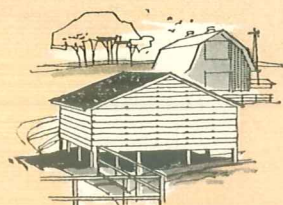


Dexall Wood Bleach
Modernize old style wood. Easy to use



Dexall Brush Cleaner
Cleans hard brushes fast. Non-flammable

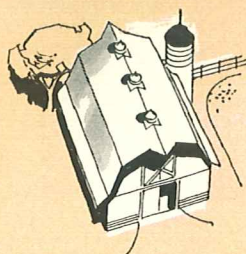
SPECIAL PRODUCTS *for farm property*



FARM, RANCH buildings look bright and new when you use S-W Commonwealth Paint—high quality exterior finish for all types of farm buildings. One coat lasts for years. Choice of red or green. Attractive, practical and—above all—durable!



FARM EQUIPMENT stays in good condition, lasts longer under protective S-W Tractor and Implement Enamel. Easy to apply, covers in one coat, dries quickly and gives lasting protection to both wood and metal. Colors closely match those of leading implement manufacturers.



METAL BUILDINGS, roofs, tanks and pipes get reflective brilliance that insulates and protects, with S-W Aluminum Spar Enamel No. 29. Excellent hiding power, long-lasting protection from the elements. Brushes or rolls on quickly and easily. Ideal for concrete or brick surfaces, too, inside or out. High quality and economical, too.



DOUBLE PROTECTION FOR ROOFS.

Black asphalt fills in cracks and crevices with waterproof, durable elastic body that will not crack. S-W Asphalt Aluminum provides top finish that reflects heat and seals asphalt base; is ready-mixed in the can, goes on with single application, the aluminum floating to the surface when applied, to form a two-ply combination of protection and beauty.

S-W Pleasure Craft Finishes *for every boating need*



Whatever your boating needs, S-W Pleasure Craft Finishes provide the finest, most durable protection from salt water or fresh water usage. A complete line of finishes, formulated to withstand the hardest marine service, backed by Sherwin-Williams' 94 years of technical experience. Keep your craft looking "ship-shape" longer, with these Pleasure Craft Finishes; Stains, Spar Varnish, Fast-Dry Sealer, Non-Skid Compound, Engine Enamel, Fast-Dry Metal Primer, Anti-Fouling Bottom Enamel and Hull, Deck and Topside Enamel.

WE GRATEFULLY ACKNOWLEDGE

the co-operation of the following manufacturers of furniture and other home furnishings whose products appear in the room photographs in this book:

American Bilrite Rubber Co., Trenton, N.J.
Armstrong Cork Co., Lancaster, Pa.
Birmingham Ornamental Iron Co., Birmingham, Ala.
Cabin Crafts, Inc., Dalton, Ga.
Century Furniture Co., Hickory, N.C.
Colony Tables, Inc., High Point, N.C.
Daystrom Furniture Division, Olean, N.Y.
Drexel Furniture Co., Drexel, N.C.
Float-Away Door Co., Atlanta, Ga.
Gilliam Furniture Co., Statesville, N.C.
Globe Furniture Co., High Point, N.C.
Heritage Furniture Inc., High Point, N.C.
Hickory Mfg. Co., Hickory, N.C.
Hy-Lan Furniture Company, Inc., Hickory, N.C.
Imperial Furniture Co., Grand Rapids, Mich.
B. P. John Furniture Corp., Portland, Ore.
Karastan Rug Mills, Leaksville, N.C.
Lullabye Furniture Co., Stevens Point, Wis.
Morganton Furniture Co., High Point, N.C.
Princeton Knitting Mills, Inc., New York, N.Y.
Robbins Floor Products, Inc., Tuscumbia, Ala.
Sanford Furniture Company, Inc., Sanford, N.C.
Sherrill Furniture Company, Inc., Statesville, N.C.
Swaim Manufacturing Company, Inc., High Point, N.C.
Thaden Molding Corp., High Point, N.C.
Thomasville Chair Co., Thomasville, N.C.
Tomlinson of High Point, Inc., High Point, N.C.
Trendé (Division of Heritage) High Point, N.C.
United Furniture Corp., Lexington, N.C.

Color Photographs by Alderman Studios, Inc., High Point, N.C.

INTERIOR FINISHES

SUPER KEM-TONE



You're always welcome!



**SHERWIN-
WILLIAMS
PAINTS**

VISIT OUR STORE! We want to help you with your painting plans.

We have a top-quality Sherwin-Williams product for every painting need plus complete information on how to apply it. Or, if you prefer, we will be happy to recommend a reliable painting contractor.

OPEN A CHARGE ACCOUNT . . . or use our easy-pay budget plan—five months' payment time with no interest or carrying charges.

SEE OUR NEW KEM COLORMETER! A mechanical marvel that matches colors to perfection . . . from light pastels to rich deep tones . . . while you *watch*.

BORROW A COLOR HARMONY GUIDE . . . the handy book that allows you to select decorator-approved color combinations at home . . . with your own furnishings . . . under your own lighting conditions.



PAINT 'N' PAPER
Go together

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